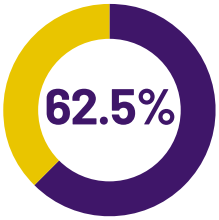
HUMAN

HUMAN Research Bulletin: 2026 Retail & E-Commerce Bot and Agent Benchmarks

How are agents and threat actors interacting with online merchants, and how should they respond?

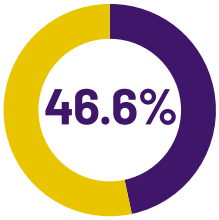
AI Traffic to Retail & E-Commerce:

AI Crawlers and Training Bots

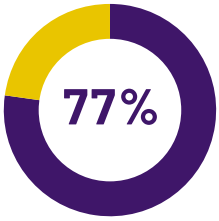


Retail and e-commerce saw **nearly two-thirds** of all AI crawler requests in 2025.

AI Agents and Browsers



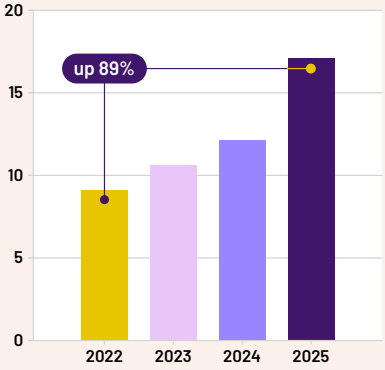
Nearly half of AI agent/browser traffic in 2025 went to retail and e-commerce organizations.



More than three-quarters of AI agent/browser traffic to e-commerce websites visited product and search pages.

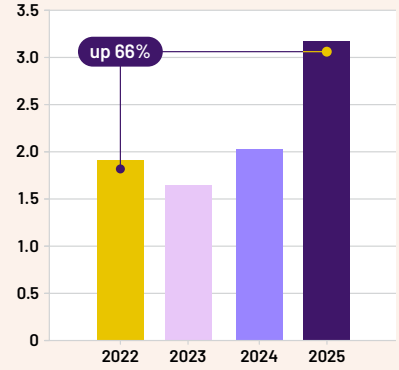
Retail & E-Commerce Threat Benchmarks:

Scraping Rates



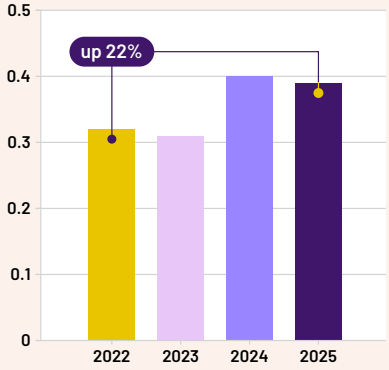
*The rate of traffic attempting a scraping attack has **nearly doubled since 2022**.*

ATO Rates



*The rate of login traffic attempting an ATO attack is **up two-thirds since 2022**.*

Carding Rates

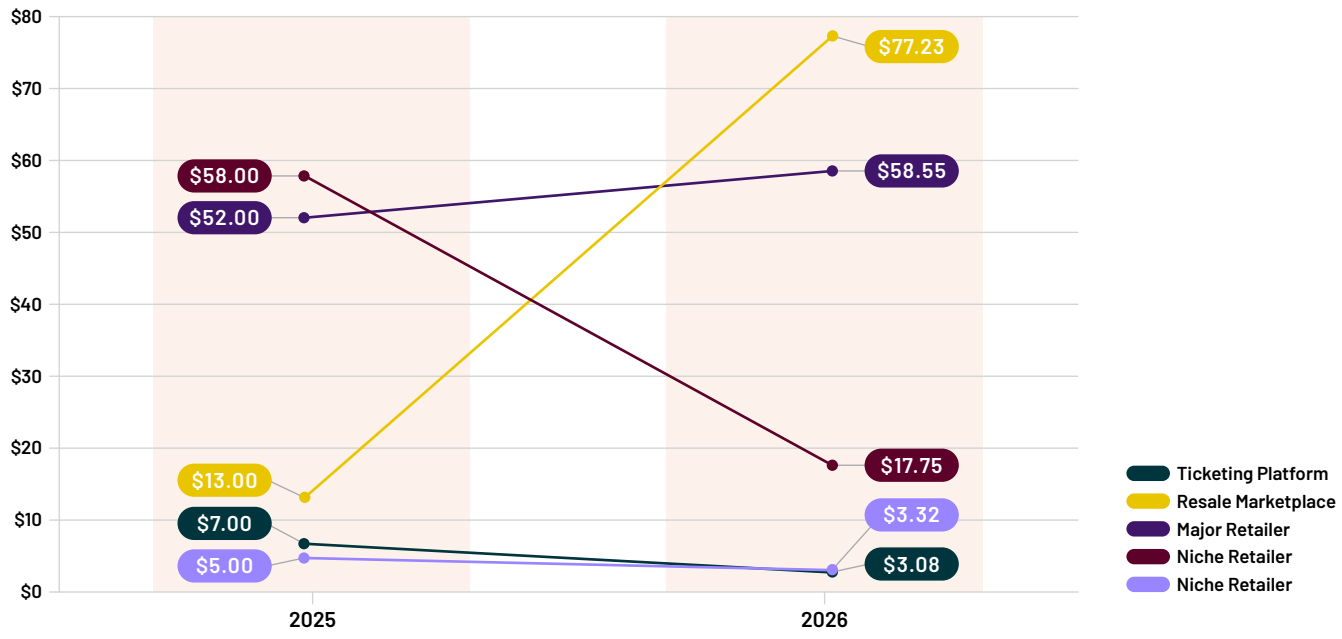


*The rate of checkout traffic attempting a carding attack is **up 22% since 2022**.*

How the Dark Web Reflects Cybersecurity Readiness:

Dark web prices for hacked accounts and other valuable info can serve as a lagging indicator for the effectiveness of the cybersecurity protections in place. If the prices are going up, protections are working. If not, more attention is needed.

Average Prices of Accounts on One Dark Web Marketplace



Read the 2026 State of AI Traffic & Cyberthreat Benchmarks: AI, agents, bots, and the new threat landscape for the full insights.

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About HUMAN

HUMAN is a leading cybersecurity company committed to protecting the integrity of the digital world. We enable trusted interactions and transactions across the full spectrum of online actors: humans, bots and AI agents. HUMAN verifies 20 trillion digital interactions, providing unparalleled telemetry data to enable rapid, effective responses to the most sophisticated threats. Recognized by our customers as a G2 Leader, HUMAN continues to set the standard in cybersecurity. For more information please visit www.humansecurity.com.